

Empowering Our Community: Supporting Businesses That Value Diversity, Equity, and Inclusion

Diversity, Not Division – Equity, Not Injustice – Inclusion, Not Segregation

The Columbia SC Branch of the NAACP believes in the power of economic influence to drive positive change. One of the most effective ways to strengthen our community is by intentionally supporting businesses that uphold the values of **diversity, equity, and inclusion**. When we choose where to spend our money, we should prioritize businesses that respect and uplift all people, especially our youth.

Why Supporting Inclusive Businesses Matters

1. **Encouraging Fair and Equitable Practices** – Businesses that prioritize diversity and inclusion create opportunities for all people, regardless of race, background, or socioeconomic status. Supporting these businesses helps foster a more just economy—**equity, not injustice**.
2. **Creating Safe and Respectful Spaces** – Every customer and employee deserve to be treated with dignity and respect. Businesses that value diversity work to ensure that all individuals feel welcome and protected—**diversity, not division**.
3. **Strengthening Black-Owned and Minority-Owned Businesses** – Investing in businesses that are committed to equity also means uplifting Black-owned and minority-owned businesses. This promotes generational wealth, job creation, and community development—**inclusion, not segregation**.
4. **Sending a Message of Accountability** – Our spending power has the ability to encourage businesses to uphold ethical and fair practices. Choosing to support businesses that align with our values sends a clear message that respect and equity matter.

How to Make a Difference

- **Do Your Research** – Seek out businesses that have clear diversity, equity, and inclusion policies and demonstrate a commitment to fair treatment.
- **Shop Locally** – Many local businesses are deeply invested in the well-being of the communities they serve. Supporting them strengthens our neighborhoods.
- **Share Your Support** – Promote businesses that align with our values through word-of-mouth, social media, and community events.

Conclusion

Economic empowerment is a powerful tool for change. By consciously supporting businesses that practice **diversity, not division; equity, not injustice; and inclusion, not segregation**, we contribute to a more just society while fostering economic growth in our communities. Let's ensure that our dollars are spent in places that reflect and respect the values we hold dear.